

ORDER



Orders
Order / Rev: 169194
Alt Order #: 06368442
Product Desc: AMER CROSSROADS
Estimate: 1135
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Crossroads Media
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/American Crossroads
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$14,000.00	\$11,900.00
10/29/12	10/29/12	3	\$3,500.00	\$2,975.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$14,000.00	\$11,900.00	0.00
November 2012	3	\$3,500.00	\$2,975.00	0.00
Totals	15	\$17,500.00	\$14,875.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	8%	\$17,500.00
Market	100%	\$218,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,187.50
WCGV	0%	\$0.00
WISN	40%	\$87,500.00
WITI	29%	\$63,437.50
WMLW-	2%	\$4,375.00
WPXE	0%	\$0.00
WTMJ	19%	\$41,562.50
WVTV	1%	\$2,187.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/26/12	10/26/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	----1--	1	\$400.00	0.00								
2	WDJT	10/26/12	10/26/12	Wheel of Fortune 630p-7p	M	M-F 630p-7p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				630p-7p/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Totals	15	\$17,500.00
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